

FIRST PRESBYTERIAN CHURCH
PORT HURON, MICHIGAN

MARKETING/SOCIAL MEDIA SPECIALIST

PURPOSE: Prepare and create marketing, social media materials, postings and manage audio/video live streaming of worship services. Explore and execute marketing opportunities so that the church and ministries are well known in the community. This position is supervised by the pastor with the support of the Personnel Committee and with input from the Membership/Outreach and Worship/Music Committees.

PRIMARY RESPONSIBILITIES: The following provides a general understanding of the requirements and expectations:

- Create materials for use in live streaming of the worship service each week including graphics, hymn lyrics and special items.
- Operate video and sound board for weekly Sunday worship service (9:30am to 11:30am) with the assistance of volunteers
- Oversee, train and assist volunteers supporting the livestream and audio of the worship service on Sunday mornings to ensure a quality presentation.
- Operate video and sound board for weddings, funerals and special worship services as needed.
- Weekly updates to communication to the congregation and wider community on all social media sites being used by the church. Utilize volunteers if it is appropriate.
- Create and update graphics for TV monitor before Sunday mornings activities and worship.
- Create visually appealing announcements of upcoming events to be sent to congregational members and friends through Flocknotes by Wednesday of each week.
- Lead, maintain and update the website on a weekly basis using Wix software and based on input from church committees. Be discerning of the image being created on the website for those looking for a church home.
- Take pictures and videos of various events for posting as appropriate
- Create graphics for multi-media use, flyers, door hangers and promotional material
- Monitor and manage church Facebook and Youtube accounts

- Together with the Membership and Outreach Committee, creatively explore church marketing, encouraging church members to grow in faith and reaching out into the community with the Gospel, so that others come to faith in Jesus Christ.
- Attend monthly Membership and Outreach committee meetings held Tuesdays at 6pm
- Communicate with other organizations to promote church events (e.g. community video media, websites, radio, Operation Transformation)
- Report music / licensing through CCLI website on a weekly basis
- Perform other duties that may be assigned as appropriate for the job.

QUALIFICATIONS:

- Strong communication and organizational skills
- Strong computer proficiency including graphic creation and editing including the use of Canva, Flocknotes, Google Workspace, Mac applications.
- Ability to learn new programs and media platforms (such as Open LP) as technology evolves
- Skilled in using and posting items in Youtube, Facebook, and other social media platforms
- Ability to work independently. Reliable and dependable
- Ability to be supportive of staff and volunteers in a team approach.
- Teachable attitude, positive outlook, joyful spirit with a desire to serve others.
- Possess creative skills in and knowledge of communication tools to create and enact effective marketing and communication
- A combination of education and experience desired.

Revised March 11, 2026